

## AMENDMENTS TO THE CLAIMS

1 to 16. (Canceled)

17. (New) A printing control apparatus comprising:

a determining unit for determining whether a designated type of paper is an envelope; and

an operation unit for performing a printing operation to form an image on the designated type of paper without rotating the image when said determining unit determines that the designated type of paper is not an envelope and performing the printing operation to form the image on the designated type of paper with the image being rotated when said determining unit determines that the designated type of paper is an envelope.

18. (New) A printing control unit comprising:

a determining unit for determining whether a designated type of paper is an envelope; and

a display unit for displaying information for setting the designated type of paper in a reverse orientation when said determining unit determines that the designated type of paper is an envelope.

19. (New) A printing control unit according to claim 18, wherein said display unit displays information for setting an unsealed end of the envelope in a front position and a sealed end of the envelope on the side of a printer.

20. (New) A printing control method comprising the steps of:  
determining whether a designated type of paper is an envelope; and  
performing a printing operation to form an image on the designated type of paper without rotating the image when it is determined in said determining step that the designated type of paper is not an envelope and performing the printing operation to form the image on the designated type of paper with the image being rotated when it is determined in said determining step that the designated type of paper is an envelope.

21. (New) A printing control method comprising the steps of:  
determining whether a designated type of paper is an envelope; and  
displaying information for setting the designated type of paper in a reverse orientation when it is determined in said determining step that the designated type of paper is an envelope.

22. (New) A printing control method according to Claim 21, wherein information for setting an unsealed end of the envelope in a front position and a sealed end of the envelope on the side of a printer is displayed in said display step.

23. (New) A storage medium that stores a program code for implementing a printing control method, the printing control method comprising the steps of:  
determining whether a designated type of paper is an envelope; and

performing a printing operation to form an image on the designated type of paper without rotating the image when it is determined in said determining step that the designated type of paper is not an envelope and performing the printing operation to form the image on the designated type of paper with the image being rotated when it is determined in said determining step that the designated type of paper is an envelope.

24. (New) A storage medium that stores a program code for implementing a printing control method, the printing control method comprising the steps of:

determining whether a designated type of paper is an envelope; and

displaying information for setting the designated type of paper in a reverse orientation when it is determined in said determining step that the designated type of paper is an envelope.

25. (New) A storage medium that stores a program code for implementing a printing control method according to Claim 24, wherein information for setting an unsealed end of the envelope in a front position and a sealed end of the envelope on the side of a printer is displayed in said display step.